

MESSAGE CONFIRMATION

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51849 2793



LANNY T. WOLFE #1240
Accounts Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

Fax Message

DATE: 2/22/96

TO: Don Fitzgerald

SUBJECT: New Forsyth Brands: C. A. Burke
Plainfield Tobacco

TOTAL PIECES FAXED: 3
(INCLUDING COVER)

Dear Don:

Attached are requests for a Private Label brand for each of the above two accounts.

I am attempting to get the brand for Plainfield Tobacco set to go by April 14th when they have their Trade Show.

If you have any questions, please call me.

Lanny

51849 2794

FORSYTH PRIVATE LABEL REQUEST

ACCOUNT NAME:	<u>PLAINFIELD TOBACCO</u>	<u> </u> INDIRECT RETAIL CHAIN
ADDRESS:	<u>3605 PARK AVENUE</u>	<u>X</u> DIRECT ACCOUNT
(No P.O. Boxes)	<u>SOUTH PLAINFIELD, NJ 07080</u>	<u> </u> DIRECT RETAIL CHAIN
CHAIN ID/DA #	217281	

IF CHAIN: _____ AVG. INDUSTRY CPW _____ PRESENT LOWEST PRICED BRAND
 _____ AVG. RJR CPW _____ PRESENT LOWEST PRICED BRAND
 _____ AVG. CPW
 _____ IND. FP CPW
 _____ IND. BS CPW
 # STORES

(SUPPLIER(S) NAME AND #)

STORE TYPE _____ (C/S, SM, ETC.)

RJR MERCHANDISING PLAN: YES NO

IF D/A: PRESENT P/L BRAND(S) WAVE
ANN. RJR DOLLAR VOL. \$4,900,000 PRESENT P/L ANN. CASE VOL. 140 cases/yr.

RATIONALE FOR PRIVATE LABEL: RJR's SOSC is 36.6, BAT and Wave combined is 45.0;
Plainfield Tobacco covers the whole state of NJ. We need a Forsyth brand to
dominate the Savings category in this account now and in the future and prevent any
competitive activity.

COUNTIES AND STATES NEEDED: All counties in NJ.

Lanny Wolfe 1240

INITIATOR'S NAME & DIV. #

(Please Print)

VOICE MAIL # 48795

AVP SIGNATURE

RETAIL BONUS \$

(CALCULATED BY S/A OFFICE)

FOR FORSYTH USE ONLY

DATE RECEIVED _____
 BRAND AVAILABLE _____ PLACED ON HOLD UNTIL _____
 PICTURE/UPC'S SENT _____ YES _____ NOT YET AVAILABLE (NEW BRAND)
 BLANK AGREEMENT SENT _____

51849 2795